Yourstory' quotes Safir Anand in its feature on sustainable accessories

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YourStory, India's biggest platform dedicated to fostering startup ecosystem via entrepreneurship stories has quoted Safir Anand in one of its recent features on sustainable accessories. Covering a sustainable accessories brand from Dubai which uses recycled material, Safir is quoted as saying, "The Middle Eastern countries appear to be enthusiastically working towards building a sustainable fashion regime. For e.g., the Arab Fashion Council (AFC), launched the AFC Green Label, supporting sustainable designers, in an attempt to promote a more ethical and responsible fashion industry in the Gulf region." "Business and fashion houses are actively taking steps to promote sustainability as their foundational pillar now, given the urgency to take corrective measures. Veganologie has the scope to take advantage of this growing concern and market its brand in a way that puts its fundamental ethos in the forefront. Once again, this is bound to work advantageously in creating a unique identity for the company, thereby bumping up its brand equity," Safir says. Prior to YourStory, Safir was interviewed by Inc42, a leading Indian media and information platform known for its end-to-end coverage of the Indian Startup ecosystem. Full article can be read here: Read more at: https://yourstory.com/ys-gulf/sustainable-accessories-brand-veganologie-wants-to-dent-three-trillion-fashion-industry-startup

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View Bio of Safir Anand

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